

November 17, 2020

H-51

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the public hearing, and adopt a Resolution continuing the Long Beach Tourism Business Improvement Area assessment levy for the period of October 1, 2020 through September 30, 2021; and, authorize the City Manager, or designee, to extend the agreement with the Long Beach Area Convention and Visitors Bureau for a one-year term. (Districts 1, 2, 4, 5)

DISCUSSION

The Long Beach Tourism Business Improvement Area (LBTBIA) was established by the City Council in 2005, allowing for the levy of an annual assessment to be paid by hotels with greater than 30 rooms in the LBTBIA. The City of Long Beach (City) contracts with the Long Beach Area Convention and Visitors Bureau (CVB) to manage the LBTBIA and the CVB Board of Directors serves as the Advisory Board to the City Council on matters related to the LBTBIA. The CVB promotes and markets Long Beach as a tourism destination using funds generated through the LBTBIA assessment.

State law governing Parking and Business Improvement Areas requires that an annual report be submitted to the City Council by the LBTBIA Advisory Board. On September 2, 2020, the LBTBIA Advisory Board voted to recommend to the City Council approval of the 2020-2021 LBTBIA Annual Report (Annual Report) (Exhibit A to the Resolution), which describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change to the LBTBIA boundaries or the method of levying the assessment.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its October 13, 2020 meeting, the City Council approved Resolution No. RES-20-0133 granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set November 17, 2020 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in the local media.

State law also requires that the City Council hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State law further provides that protests may be made orally or in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council will not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council will eliminate that portion.

The Annual Report, transmitting the recommendations of the Advisory Board, proposes the following assessment rates:

Method of Assessment

The LBTBIA assessment will be levied on all hotel businesses, existing and future, with greater than 30 rooms, within the LBTBIA based upon 3 percent of the gross short-term room rental revenue. The assessment will be collected monthly, based on 3 percent of the gross short-term room rental revenues for the previous month.

Each year the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, and applies the CPI to various City fees on July 1st of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The LBTBIA Advisory Board has decided not to request a July 2021 CPI adjustment.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 26, 2020 and by Budget Management Officer Rhutu Amin Gharib on October 27, 2020.

TIMING CONSIDERATIONS

City Council action is requested on November 17, 2020, so the Fiscal Year 2021 (FY 21) assessment transfers may be made as required by the Agreement for Funding with the CVB.

FISCAL IMPACT

It is estimated that the LBTBIA will generate \$2,138,778 in FY 21 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the CVB through additional fees and passed directly through to the CVB for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:



THOMAS B. MODICA
CITY MANAGER

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, AN ANNUAL REPORT OF THE LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Long Beach Convention and Visitors Bureau has caused a Report to be prepared for October 1, 2020 through September 30, 2021 relating to the Long Beach Tourism Business Improvement Area ("LBTBIA"); and

WHEREAS, said Report contains, among other things, all matters required to be included by the above cited Section 36533; and

WHEREAS, on November 17, 2020, at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with Resolution No. RES-20-0133, adopted October 13, 2020, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and impose and continue the levy of the Annual Assessment as described in the Report;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section 1. A public hearing having been conducted on November 17, 2020 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Lona Beach, CA 90802

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1 heard, the City Council hereby confirms the Report of the Long Beach Tourism Business
2 Improvement Area, previously filed and approved by Resolution No. RES-20-0133,
3 adopted October 13, 2020, as originally filed, and declares that this resolution shall
4 constitute the levy of the Assessment referred to in the Report for October 1, 2020
5 through September 30, 2021 as more specifically set forth in Exhibit "A".

6 Section 2. This resolution shall take effect immediately upon its adoption
7 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

8 I hereby certify that the foregoing resolution was adopted by the City
9 Council of the City of Long Beach at its meeting of _____, 2020,
10 by the following vote:

11
12 Ayes: Councilmembers: _____
13 _____
14 _____
15 _____

16 Noes: Councilmembers: _____
17 _____
18 _____

19 Absent: Councilmembers: _____
20 _____

21 Recusal(s): Councilmember: _____
22 _____

City Clerk

23
24
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EXHIBIT "A"



2020-2021 Long Beach Tourism Business Improvement Area Annual Report

SUBMITTED BY THE LONG BEACH CONVENTION & VISITOR'S
BUREAU

SEPTEMBER 14, 2020

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DISTRICT OVERVIEW

District Background

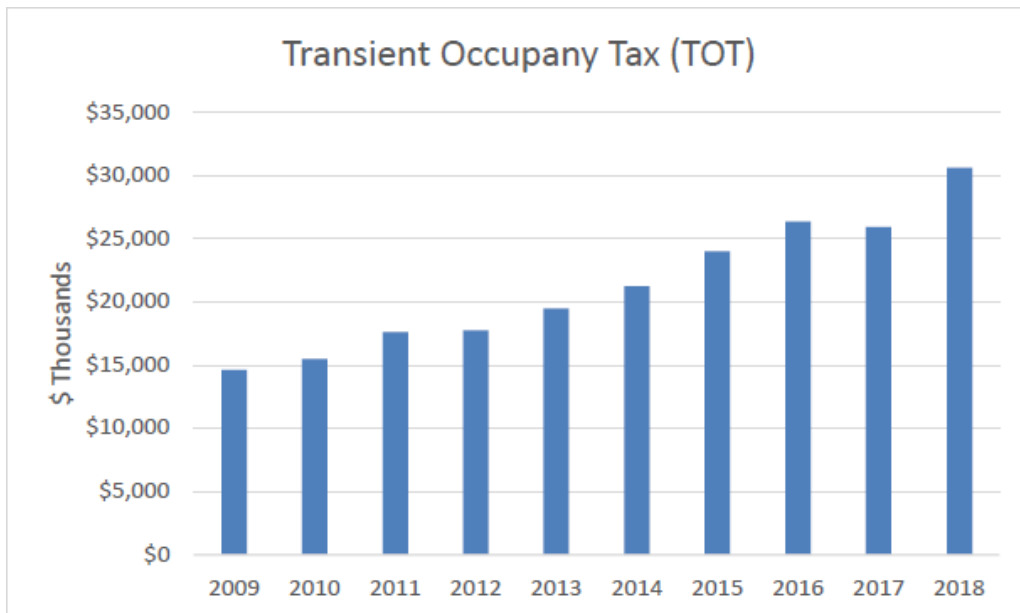
Long Beach Convention and Visitor Bureau

The Long Beach Convention & Visitors Bureau (LBCVB) is the official tourism organization contracted by the City of Long Beach. The mission of the LBCVB is to contribute to the economic development of the City by selling, marketing and promoting Long Beach as a destination for conventions, meetings, tradeshow, and tourism.

The Long Beach Area Convention & Visitors Council, Inc. was incorporated on August 2, 1982, as a tax-exempt nonprofit organization. The Council commenced operations on October 1, 1982. Effective March 21, 1995, the Council changed its name to the Long Beach Convention & Visitors Bureau. The mission of the Bureau is accomplished through direct sales to meeting planners, publicity through meeting trades and travel publications and through marketing and promotional cooperative campaigns with the Bureau's membership, city and industry partners.

The tourism industry is one of the largest generators of revenue for the City. Recent studies indicate that overnight visitors in Long Beach generate more than \$1.17 billion in economic impact from direct spending on transportation, accommodations, dining, shopping, attractions and city taxes. *

Data was extracted on transient occupancy taxes from the City of Long Beach to determine the total amount of spending at hotels and motels in the City of Long Beach. Transient occupancy tax revenue in the City of Long Beach totaled \$30.6 million in fiscal year 2019. Using the City's 12% transient occupancy tax rate we determined total spending at hotels and motels to be roughly \$255 million in fiscal-year 2019.*



Source: City of Long Beach

*Beacon Economics/City of Long Beach

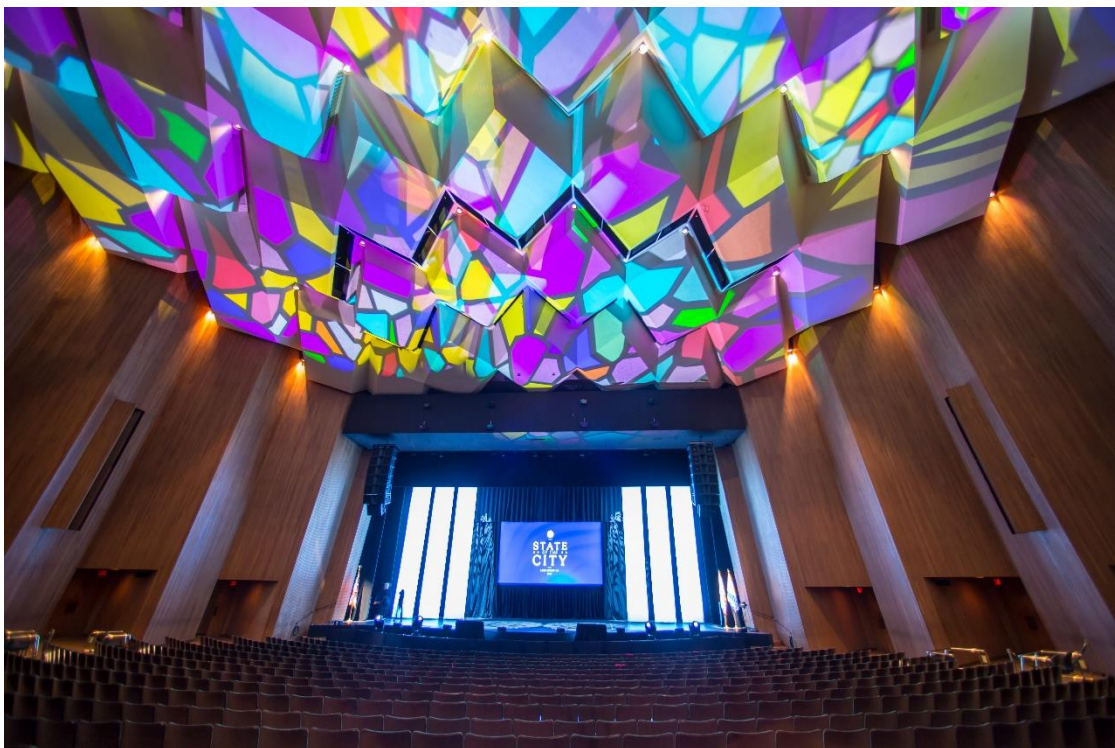
Tourism has been a significant factor in the City's economy and remains subject to the fluctuations in the local, state, and national economies. The LBCVB promotes several notable neighborhoods/districts and attractions including the Aquarium of the Pacific, the Queen Mary, Long Beach Performing Arts Center, Museum of Latin American Art, Long Beach Museum of Art, Rainbow Harbor, and Carnival Cruises, and our two historic Ranchos. Both Ranchos Los Alamitos and Ranchos Los Cerritos are listed in the National Register of Historic Places and reveal our rich history and the early ranching and farming era.

Multiple aquatic offerings are also promoted including harbor cruises, whale watching, sport fishing, boating facilities, and our beaches and marinas. Our Long Beach Parks and Recreation facilities with over 170 parks and 26 community centers and one of the busiest municipal golf systems in the country with five courses is another highlight of the city.

The Long Beach Public Transit System includes a Metro Link, the Long Beach Transit buses, our free downtown area Passport Shuttle, and our water taxis - The Aquabus and The Aqualink. Long Beach is fast becoming one of the most bicycle friendly cities in America. We welcome cyclist to explore our city with more than 100 miles of bike routes and 5.5 miles of scenic beachfront. All of these facilities and services assist in us attracting millions of visitors to the city each year.

LBCVB marketing and public relations efforts also attract visitors to Long Beach to attend an array of high-profile annual events including the Acura Grand Prix, Long Beach Pride, Long Beach Marathon, POW! WOW! in addition to dozens of cultural, ethnic, and sports festivals.

The Long Beach Convention & Visitors Bureau enjoys a strong partnership with our city. Through their support, we have been able to reposition the Long Beach Convention Center which has played host to various city events, including graduations, inaugurations and other events.





Our holiday season kicks off with our annual Christmas Tree Lighting which is also organized by the LBCVB. This magical event is hosted in early December and includes an evening of festivities for the entire family. This event has grown from 400 people in our inaugural year to 5000 people last year.

Long Beach Convention & Entertainment Center

The City has fostered convention business by expanding convention facilities and encouraging private sector participation. Trade shows, conventions, concerts, athletic competitions, and other events are held regularly at the Long Beach Convention & Entertainment Center (The Center), which was enlarged in 1994 to accommodate 318,000 square feet of exhibit space.

Over the past several years, the Convention Center has received monies to renovate and reposition the facility. This has helped to put Long Beach at the forefront of innovation with a new modern campus using the prestigious TED conference as a design model. This new styling, using furniture and lighting, has created an environment that encourages conventioners to network and collaborate, which is what conventions and associations are trying to achieve today with their meetings. The Center has been hailed by the meetings media as "The Convention Center of the Future."

Accolades

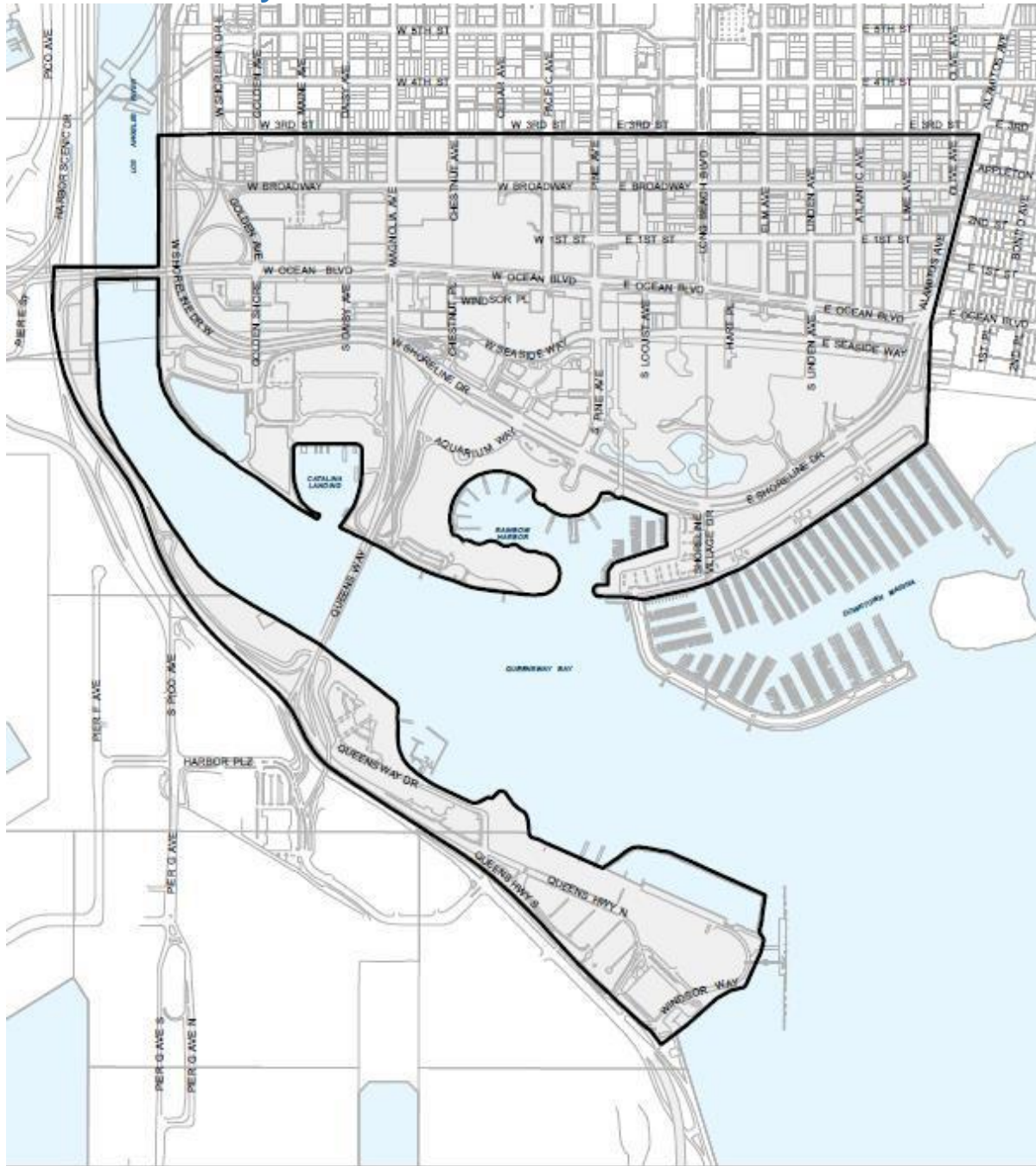
Capitalizing on Long Beach being recognized in Convene magazine, the official magazine of PCMA (the largest professional association of meeting planners), for being ahead of the trends in meetings and events the previous year, the center hosted the first ever Think Tank for Future Trends in Meetings put on by PCMA. Bringing 20 of the top influential thinkers in the nation to Long Beach.

The concept of “turnkey” spaces continues to bring in new business for The Center, including groups that could not use Long Beach before the addition of the larger spaces including the Pacific Ballroom, Terrace Plaza, and the Cove. The repositioning is helping Long Beach to become more competitive as it contends with similarly sized convention centers in cities such as Portland, San Jose, Denver, and Phoenix. Long Beach has also been successful in pulling groups from much larger centers such as Los Angeles, Anaheim, and San Diego.

Both the Long Beach Convention Center and Long Beach Convention & Visitors Bureau won the Stella Award for the fourth consecutive year. Both the CVB and the Center have won the “gold” award for the “Best in the West” title. Long Beach beat out San Diego, Los Angeles, Anaheim, and San Francisco, etc. This award is presented by Successful Meetings and Meetings and Conventions magazines, two of the top industry trade publications. The winners were nominated and voted on by professional meeting planners. These awards will be made public in November via these publications.



District Boundary



City of Long Beach Long Beach Tourism - Downtown Parking & Business Improvement Areas (PBIA)

As of March 2016



City of Long Beach Department of Technology & Innovation GIS - PBIA_District_Tourism_Downtown.mxd - 3/2/16



City of Long Beach
Long Beach Tourism - Airport
Business Improvement Area (BIA)
 As of March 2016



City of Long Beach Department of Technology & Innovation GIS - BIC_Data_Tourism_Original.mxd 5/2/16

Proposed Changes

There are no proposed changes to the district boundaries.

District Advisory Board

Imran Ahmed–Chairman and Executive Committee Member- General Manager–Marriott Long Beach
Larry Black – Vice Chair & Executive Committee Member – Owner, Varden Hotel
Bill Collier – Executive Committee Member – Golden Shore RV Park
Larry Jackson – Executive Committee Member - Secretary
Mooyon Kim – Executive Committee Member - General Manager – Holiday Inn LB Airport
Jane Nethererton – Executive Committee Member - Chief Financial Officer
Bill Rouse – Executive Committee Member – General Manager – Long Beach Yellow Cab
Renato Alesiani – General Manager – Breakers Hotel
Terry Antonelli – CEO – Del L’Opera Restaurant Group
Jon Benson – General Manager – Hyatt Regency & Hyatt Centric
Greg Bombard – CEO/President – Catalina Express
Swietlana Cahill – General Manager – Hilton Long Beach
Marcelle Epley – President & CEO – Long Beach Community Foundation
Greg Guthrie – General Manager – Hotel Maya a Double Tree by Hilton
Todd Lemmis – Founding Partner – Pacific6 Enterprises
Mac McCann – General Manager – Residence Inn by Marriott
Silvano Merlo – General Manager – Courtyard LB Downtown
Jim Michaelian – President & CEO – Grand Prix Association of Long Beach
John Morris – General Manager – Boathouse on the Bay
Ron Nelson – Executive Director – Long Beach Museum of Art
Dennis Patel – Owner – Travelodge Convention Center
Hitu Patel – Owner – Roadway Inn & Best Western
Courtney Russell – General Manager – Long Beach Residence Inn
Karen Englund – General Manager – Renaissance Long Beach
John Thomas – Audit Committee Member – Art Deco Dimensions
John Thompson – General Manager – Westin Long Beach

District Personnel

Steve Goodling – President & CEO
Joseph Jenci – Senior VP Sales/Admin
Kenya Stamps –VP Sales/Admin
Jeff Forney – VP Marketing, Membership & Special Projects
Cindy Robbins – Controller

ASSESSMENT

Methodology

2020 – 2021 The Long Beach Tourism assessment shall be levied on all hotel businesses, existing and future, with greater than thirty (30) rooms, within the area based upon three percent (3%) of the gross short term room rental revenue. The assessment will be collected monthly, based on three percent (3%) of the gross short term room rental revenues for the previous month. New hotel businesses within the boundaries will not be exempt from the levy assessment pursuant to Section 36531 (of the California Streets and Highways Code).

Proposed Changes

There are no proposed changes to the method and basis of levying the assessment.

CPI Adjustments

A Consumer Price Index Adjustment is not being requested at this time.

BUDGET

Projected Budget

Long Beach Area Convention & Visitors Bureau Budget 20/21 vs Forecast June 19/20

TBIA

Revenue

- TBIA funds are budgeted \$764,000 below prior year due to the effects for COVID and hotel closings.
- Reserves Used of \$311,000 are partially offset by the amount added to the reserves from last year.

Expenses

- Personnel is budgeted \$438,000 below the prior year due to COVID related staff reductions.
- Fam Tours are budgeted \$25,000 below prior year as we don't see any events until the second half of the year and they will be smaller events.
- Trade & Consumer Advertising is budgeted \$323,000 over prior year as a result of COVID and the need to cut costs from last year's budget.
- Special Events are budgeted \$79,000 over prior year as all events for the second half of 19/20 were cancelled. This includes PowWow, Grand Prix, Thunder Thursday and Pride to name a few.
- Travel and Entertainment in and out of town is budgeted \$25,000 more than prior year as all travel for the second half of 19/20 was cancelled.
- Support Marketing is budgeted \$49,000 more than prior year because all shows for the second half of 19/20 were cancelled therefore we didn't need the Promo Funds. However, we do anticipate the shows to return in 2021.

	TBIA			
		2020/2021 Budget	2019/2020 Forecast	Variance to prior Budget
Revenue				
TBIA		2,138,778	2,902,672	(763,894)
Reserves Used		310,884	-	310,884
Total Revenues		2,449,662	2,902,672	(453,010)
Expenses				
Personnel		1,418,082	1,856,140	(438,058)
Fam Tours		15,000	40,722	(25,722)
Trade Shows		0	-	-
Conv/Meeting & Leisure Travel Advertising & Public Relations		399,000	76,159	322,841
Special Projects		80,000	777	79,223
Travel & Entertainment Out of Town		184,000	182,640	1,360
Travel & Entertainment In Town		76,000	52,282	23,718
Support Marketing		277,580	228,361	49,219
Total Expenses		2,449,662	2,437,081	12,581
Net Change to Assets		0	465,591	-465,591

Contributions from Other Sources

Long Beach Area Convention & Visitors Bureau Budget 20/21 vs Forecast 19/20

TOTAL

Revenue

- The TOT contract with the City will be decreased by \$450,000 or 8.8% due to the City's financial situation.
- Membership is budgeted \$44,000 below prior as we do not intend to invoice our members until the second half of 2021 when they will be better able to afford it. We are in the meantime though continuing to service all of our members.
- Airport Marketing is budgeted \$50,000 over prior year as we anticipate the Airport being able to ramp up their marketing in the second half of the year.
- TBIA funds are budgeted \$764,000 below prior year due to the effects for COVID and hotel closings. When comparing 20/21 to the current year the first half will be greatly impacted but we see potential gains in the second half of the year compared to 19/20.
- Reserves Used of \$240,000 are offset by the addition to our reserves in 19/20 made possible by the PPP loan, and savings in our budget.

Expenses

- Personnel is budgeted \$665,000 below the prior year due to COVID related staff reductions.
- Fam Tours are budgeted \$26,000 below prior year as we don't see any event until the second half of the year and they will be smaller events.
- Trade Shows are budgeted \$76,000 over prior year because all trade shows in the second half of 19/20 were cancelled.
- Trade & Consumer Advertising is budgeted \$795,000 below prior year as a result of COVID and the need to cut costs.
- Special Events are budgeted \$76,000 over prior year as all events for the second half of 19/20 were cancelled. This includes Pow Wow, Grand Prix, Thunder Thursday and Pride. These events are scheduled to return in 20/21.
- Travel and Entertainment in an out of town is budgeted \$86,000 more than prior year as all travel for the second half of 19/20 was cancelled.
- The Visitor's Center has not been budgeted as we don't anticipate being able to reopen that until 21/22 year.
- Admin expenses are budgeted \$4,500 over prior year for the Partial repayment of the Economic Disaster Loan, and the need for additional IT support while our staff works remotely.

	TOTAL		Variance
	2020/2021	2019/2020	to prior
Revenue	Budget	Forecast	Budget
City Funds	4,608,676	5,058,676	-450,000
Memberships	88,000	132,880	-44,880
Airport Marketing	50,000	0	50,000
Digital Adv Boards	10,000	23,376	-13,376
TBIA	2,138,778	2,902,672	-763,894
SBA Loans	0	733,000	-733,000
Interest Income	0	0	0
Concierge Desk/Visitor Centers	0	7,000	-7,000
Reserves Used	239,989	0	239,989
			-
Total Revenues	7,135,443	8,857,604	1,722,161
Expenses			
Personnel	3,274,670	3,940,050	-665,380
Fam Tours	90,000	115,938	-25,938
Trade Shows	159,000	82,840	76,160
Conv/Meeting & Leisure Travel Advertising & Public Relations	1,525,858	2,321,107	-795,249
Gifts	60,000	58,454	1,546
Special Projects	210,000	133,601	76,399
Travel & Entertainment Out of Town	259,500	248,748	10,752
Travel & Entertainment In Town	266,575	191,384	75,191
Support Marketing	370,580	370,088	492
Visitor Centers	0	15,059	-15,059
Administrative Expenses	919,260	914,744	4,516
			-
Total Expenses	7,135,443	8,392,013	1,256,570
			0
Net Change to Assets	0	465,591	-465,591

**Long Beach Area Convention & Visitors Bureau Budget
20/21 vs Forecast**

TOT

Revenue

The TOT contract with the City will be decreased by \$450,000 or 8.8% due to the City's financial situation.

Membership is budgeted \$44,000 below prior as we do not intend to invoice our members until the second half of 2021 when they will be better able to afford it. We are in the meantime though continuing to service all of our members.

Airport Marketing is budgeted \$50,000 over prior year as we anticipate the Airport being able to ramp up their marketing in the second half of the year.

Reserves Used of (\$71,000) are offset by the addition to our reserves in 19/20 made possible by the PPP loan, and savings in our budget.

Expenses

Personnel is budgeted \$227,000 below the prior year due to COVID related staff reductions.

Trade Shows are budgeted \$76,000 over prior year because all trade shows in the second half of 19/20 were cancelled.

Trade & Consumer Advertising is budgeted \$1,118,000 below prior year as a result of COVID and the need to cut costs.

Travel and Entertainment in and out of town is budgeted \$60,000 more than prior year as all travel for the second half of 19/20 was cancelled.

Support Marketing is budgeted \$48,000 under prior year Due to the reduction of some subscription services.

The Visitor's Center has not been budgeted as we don't anticipate being able to reopen that until 21/22 year.

Admin expenses are budgeted \$4,500 over prior year for the Partial repayment of the Economic Disaster Loan, and the need for additional IT support while our staff works remotely.

	TOT		
Revenue	2020/2021 Budget	2019/2020 Forecast	Variance to prior Budget
City Funds	4,608,676	5,058,676	(450,000)
Memberships	88,000	132,880	(44,880)
Airport Marketing	50,000	-	50,000
Digital Adv Boards	10,000	23,376	(13,376)
SBA Loan	0	733,000	(733,000)
Interst Income	0	-	-
Concierge Desk/Visitor Centers	0	7,000	(7,000)
Reserves used	-70,895		(70,895)
Total Revenues	4,685,781	5,954,932	(1,269,151)
Expenses			
Personnel	1,856,588	2,083,910	(227,322)
Fam Tours	75,000	75,216	(216)
Trade Shows	159,000	82,840	76,160
Conv/Meeting & Leisure Travel Advertising & Public Relations	1,126,858	2,244,948	(1,118,090)
Trade & Consumer Digital Advertising	0		-
Gifts	60,000	58,454	1,546
Special Projects	130,000	132,824	(2,824)
Travel & Entertainment Out of Town	75,500	66,108	9,392
Travel & Entertainment In Town	190,575	139,102	51,473
Support Marketing	93,000	141,727	(48,727)
Visitor Centers	0	15,059	(15,059)
Administrative Expenses	919,260	914,744	4,516
Allocated Reserve		-	
Total Expenses	4,685,781	5,954,932	(1,269,151)
Net Change to Assets	0	0	0

Long Beach Tourism Business Improvement Area Program

2020 – 2021 Program

Program Area 1 - Sales

Trade Shows

The sales department is scheduled to participate in the industry's largest and most successful trade Shows for the Fiscal Year 2020/2021. These strategically selected shows attract motivated meeting planners from both the local and national markets. Most of the National Associations average 60% of their revenue from annual events and trade shows. For this reason, National Associations are our biggest market segment even during challenge times. Without this revenue they would have to cut services to their membership.

Partnerships

We will continue our preferred partnership agreements with Helms Briscoe, Conference Direct, and Maritz/Experient, allowing us to attend their annual conferences and additional industry events. Long Beach currently converts 66% of our definite city-wide bookings from our Third-Party clients.

Sales Missions

Historically the Washington DC and Chicago Missions have been successful in bringing the Long Beach Hospitality community to our clients.

Washington DC: This fiscal year we have budgeted for a modified targeted sales mission in Washington DC. There will not be any direct sales calls scheduled to planner offices during this year's sales mission due to the restrictions our clients have as it relates to visitors. We are already planning our signature events that will include a high impact/action rooftop reception overlooking the National Mall and DC monuments on Thursday evening. Friday will include a luncheon in Virginia to attract the planners located in the suburban DC market. We will wrap up the mission by inviting clients to the Virginia Gold Cup on Saturday, a day of featured horse races in the Virginia countryside held since 1922. Tailgating at this event is a time-honored tradition where tailgate contests, decorations, special food and drink complete the day.

Chicago: We have also budgeted for a two-day targeted client event in Chicago. The mission that typically takes place in November will be moved to a spring. We will be planning an evening reception/event with a luncheon planned for the following day. Once again, we will not be doing sales calls due to client restrictions related to visitors.

Orange County: The Long Beach CYB Orange County annual client luncheon has been budgeted but timing will remain flexible with the re-opening of the Southern California markets.

Hosted Fams

For 2021, we will once again plan to host clients for the Long Beach Grand Prix FAM. This annual event will also be modified to create a highly desirable "golden ticket" experience. We will be targeting clients with outstanding city-wide contracts from the National Association markets. Our plans this coming year will include a weekend of tailored events based on our client's expectations. These planners with major citywide potential and their guests will experience our ability to conduct large events through

this tremendous exposure.

We have had success and positive feedback from our clients as it relates to special entertainment events at the Terrace Theatre **Jerry Seinfeld, Sarah McLachlan, Tony Bennett and Ali Wong**. We will continue to plan such events for our Southern CA as well as national clients once the Terrace Theatre reopens.

Long Beach CVB Trade Show and Sales Mission Calendar Fiscal 2020/2021		
Event	DATES	LOCATION
	December 2020	
CVB Rep	TBD	Washington DC
CVB Rep	TBD	Boston, MA
CalSAE Seasonal Spectacular	Dec 16-17	Sacramento, CA
IAEE (with CC)	Dec 8-10	Louisville, KY
Connect DC	TBD	Washington DC
	January 2021	
Southwest Showcase	Jan 21	Round Rock, TX
PCMA	Jan 10-13	Houston, TX
	March 2021	
CVB Rep	TBD	New York, NY
Experient/Envision	TBD	TBD
	April 2021	
Chicago Sales Mission	TBD	Chicago
HelmsBriscoe Annual Business Conference	April 7-9	Dallas, TX
	May 2021	
Conference Direct Annual Partner Meeting	TBD	TBD
Cvent Connect	May 24-27	Las Vegas, NV
DC Sales Mission	May 1-2	Washington, DC, Virginia
	Aug 2021	
ASAE	Aug 2021	Dallas, TX
	Nov 2021	
IMEX	Nov 9-11	Las Vegas, NV

Program Area 2 – PR/Marketing Plan Overview

For 2020-2021 Convention/Meetings/Leisure Advertising and Public Relations programs, we will continue to focus our effort on promoting Long Beach as the Southern California destination to come to for your next event or vacation.

Overall, our marketing efforts will total over 40 million impressions (10 million in print and 30 million digital).

Meetings and Conventions Print and Digital

This year's emphasis will be on wide-open spaces, the many options available on the campus for meetings and conventions and focusing on educating planners on the cleaning protocols (GBAC and Venue Shield) that are in place at not only the center but also hotels along with the city as a whole.

Leisure Market Print and Digital

For the Leisure market, the focus will be on the hyper local and drive in market including Arizona during the summer months. Videos and social channels will focus on the local "vibe" and experience so that the end user gets a feel of what Long Beach has to offer from a local's point of view.

Along with marketing year round holidays and special events (on our social media channels), we will continue promoting our Staycation program for the summer. Sharing with our followers a variety of optional sightseeing, dining and entertainment experiences. Focusing on the wide-open spaces and the many unique experiences they will have in Long Beach. We will continue to work with our membership (i.e., hotels, restaurants and attractions such as the Queen Mary and Aquarium of the Pacific, LBMA etc.).

Photo/video Contest

In order to create additional content and excitement in Long Beach, we will be continuing our monthly photo/video contest. Each month has a different theme (active Long Beach, best sunset, holiday lights etc.) and the top three most voted on by the public plus a sponsor's choice winner will receive a visa gift card for that month. These photos will be used on our website, shared socially on our channels and used in print pieces. This content is user generated and has an authenticity to it which studies show people look for on social media channels.

Custom Video Content

We will continue to produce custom videos for each of our 26 member hotels, 110 member restaurants as well as attractions and retail establishments in the city. These videos give the viewer a sense of what the establishment is all about, how it was started and a unique piece of information that sets them apart from other restaurants. The videos will be posted on our YouTube Channel, the members landing page on our website and through our social media channels. We will also provide the file to the member for their marketing use.

In Public Relations, our media efforts with Visit California will focus on bringing writers and bloggers to Long Beach in hopes of securing compelling stories in local and regional publications. We will also be attending the Visit California Media trips to New York, San Francisco and Los Angeles.